

1 of 5

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) ANJIE BRADY

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

CLIENT: JOE HECK FOR CONGRESS2012 SC=\*

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU,TH	6A-7A		:30	\$400.00	09/04-09/06	2	1	2	\$800.00	
		Buyline Comment: 6A NEWS										
	2	M,W-F	6A-7A		:30	\$225.00	09/10-09/14	5	1	5	\$1,125.00	
		Buyline Comment: 6A NEWS										
	3	M-TH	7A-9A		:30	\$400.00	09/03-09/06	4	1	4	\$1,600.00	
		Buyline Comment: GD MRN AMR										
	4	F	7A-9A		:30	\$225.00	09/07-09/07	1	1	1	\$225.00	
		Buyline Comment: GD MRN AMR										
	5	M,W-F	7A-9A		:30	\$225.00	09/10-09/14	5	1	5	\$1,125.00	
		Buyline Comment: GD MRN AMR										
	6	M,W	9A-10A		:30	\$150.00	09/03-09/05	2	1	2	\$300.00	
		Buyline Comment: MORNING BLEND										
	7	M,W-F	9A-10A		:30	\$175.00	09/10-09/14	5	1	5	\$875.00	
		Buyline Comment: MORNING BLEND										
	8	M-W	10A-11A		:30	\$450.00	09/03-09/05	3	1	3	\$1,350.00	
		Buyline Comment: THE VIEW										

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) JOE HECK 4 CONGRESS

Product JOE HECK

Estimate# 2643

Buyer WHITNEY EVERSOLE

Phone#

Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2643

Flight Dates 09/03/2012 - 09/16/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	M,W	10A-11A		:30	\$400.00	09/10-09/12	3	1	3	\$1,200.00	
				Buyline Comment: THE VIEW								
	10	M,W-TH	11A-12P		:30	\$300.00	09/03-09/06	3	1	3	\$900.00	
				Buyline Comment: NEWS								
	11	M,W-TH	11A-12P		:30	\$200.00	09/10-09/13	3	1	3	\$600.00	
				Buyline Comment: NEWS								
	12	M,W-TH	3P-330P		:30	\$200.00	09/03-09/06	3	1	3	\$600.00	
				Buyline Comment: MILLIONAIRE								
	13	M,W-TH	3P-330P		:30	\$200.00	09/10-09/13	3	1	3	\$600.00	
				Buyline Comment: MILLIONAIRE								
	14	M-TH	5P-530P		:30	\$350.00	09/03-09/06	4	1	4	\$1,400.00	
				Buyline Comment: 5P NEWS								
	15	M,W-F	5P-530P		:30	\$250.00	09/10-09/14	5	1	5	\$1,250.00	
				Buyline Comment: 5P NEWS								
	16	M,W	730P-8P		:30	\$350.00	09/03-09/05	2	1	2	\$700.00	
				Buyline Comment: MILLIONAIRE								
	17	F	730P-8P		:30	\$250.00	09/07-09/07	1	1	1	\$250.00	
				Buyline Comment: MILLIONAIRE								
	18	W,F	730P-8P		:30	\$250.00	09/12-09/14	3	1	3	\$750.00	
				Buyline Comment: MILLIONAIRE								
	19	M-TH	11P-1135P		:30	\$850.00	09/03-09/06	4	1	4	\$3,400.00	
				Buyline Comment: 11P NEWS								

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**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	F	11P-1135P		:30	\$500.00	09/07-09/07	1	1	1	\$500.00	
			Buyline Comment: 11P NEWS									
	21	M,W-F	11P-1135P		:30	\$500.00	09/10-09/14	5	1	5	\$2,500.00	
			Buyline Comment: 11P NEWS									
	22	M-TH	1135P-1205A		:30	\$400.00	09/03-09/06	4	1	4	\$1,600.00	
			Buyline Comment: ABC NITELINE									
	23	F	1135P-1205A		:30	\$300.00	09/07-09/07	1	1	1	\$300.00	
			Buyline Comment: ABC NITELINE									
	24	M,W-F	1135P-1205A		:30	\$300.00	09/10-09/14	5	1	5	\$1,500.00	
			Buyline Comment: ABC NITELINE									
	25	SA	7A-8A		:30	\$225.00	09/08-09/08	1	1	1	\$225.00	
			Buyline Comment: GD MRN SAT									
	26	SA	7A-8A		:30	\$225.00	09/15-09/15	1	1	1	\$225.00	
			Buyline Comment: GD MRN SAT									
	27	SU	6A-7A		:30	\$200.00	09/09-09/09	1	1	1	\$200.00	
			Buyline Comment: 6A NEWS									
	28	SU	6A-7A		:30	\$200.00	09/16-09/16	1	1	1	\$200.00	
			Buyline Comment: 6A NEWS									
	29	SU	8A-9A		:30	\$225.00	09/09-09/09	1	1	1	\$225.00	
			Buyline Comment: NEWS									
	30	SU	8A-9A		:30	\$225.00	09/16-09/16	1	1	1	\$225.00	
			Buyline Comment: NEWS									

Station	KTNV-TV LAS VEGAS, NV				Agency	( ) STRATEGIC MEDIA PLACEMENT			Rep Firm				
Advertiser	( ) JOE HECK 4 CONGRESS					7669 STAGERS LOOP			Sales Office	( ) PHILADELPHIA			
Product	JOE HECK					DELAWARE, OH 43015			Salesperson	( ) ANJIE BRADY			
Estimate#	2643				Agency C/P1/P2/E	//2643							
Buyer	WHITNEY EVERSOLE				Flight Dates	09/03/2012 - 09/16/2012			Salesperson Phone#	215-567-6005			
Phone#					Hiatus Weeks				Salesperson FAX#	215-567-5938			
Fax#													
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	31	SU	6P-630P			:30	\$300.00	09/09-09/09	1	1	1	\$300.00	
			Buyline Comment: NEWS										
	32	SU	6P-630P			:30	\$300.00	09/16-09/16	1	1	1	\$300.00	
			Buyline Comment: NEWS										
	33	SA	5P-830P			:30	\$1,250.00	09/08-09/08	1	1	1	\$1,250.00	
			Buyline Comment: COLL FOOTBALL										
	34	SA	5P-830P			:30	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
			Buyline Comment: COLL FOOTBALL										

---REPORT TOTALS---

Report Totals: 87 / \$29,850.00

---SALES MONTHLY TOTALS---

Sep 12: 87 / \$29,850.00  
Sales Totals: 87 / \$29,850.00  
Station Totals: 87 / \$29,850.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals		\$99,500	KBLR	0%	KLAS	31%	KSNV	29%	KTNV	30%	KTUD	1%
			KVCW	1%	KVMY	5%	KVVU	3%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

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Advertiser	( ) .JOE HECK 4 CONGRESS		7669 STAGERS LOOP	Sales Office ( ) PHILADELPHIA	
Product	JOE HECK		DELAWARE, OH 43015	Salesperson ( ) ANJIE BRADY	
Estimate#	2643	Agency C/P1/P2/E	//2643		
Buyer	WHITNEY EVERSOLE	Flight Dates	09/03/2012 - 09/16/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

--- CREDIT RISK ---  
CASH IN ADVANCE